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MOUNT HOREB AREA ECONOMIC
DEVELOPMENT CORPORATION

February 2018

MHAEDC Newsletter



Greetings!

Happy New Year!

It is an exciting time for businesses and residents throughout the Village of Mount Horeb, and the Mount Horeb Area Economic Development Corporation is committed to sharing news and updates with you. In each edition of the MHAEDC Newsletter, you will learn about new business start-ups, hear about local businesses in the news and receive exciting information about economic activities throughout Mount Horeb and surrounding communities.

Please share this newsletter with anyone you feel would be interested in learning more about the business activities in and around Mount Horeb!

Thank you for your continued interest and support.

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Businesses in the Spotlight

Rapid Imaging



TECH AND BIOTECH

Rapid Imaging, an augmented reality company, moves HQ to the Madison area

JUDY NEWMAN jnewman@madison.com Dec 30, 2017

[Rapid Imaging Software](#), a New Mexico technology company whose augmented reality software is used by the U.S. military, has relocated to the Madison area — without the usual logistic headaches of a cross-country move.

David Geisler, vice president of operations, a Mount Horeb resident who's been working for the company remotely for 15 years, bought Rapid Imaging from its founder, Mike Abernathy, on Nov. 30, when Abernathy retired.... [read more](#)



Acme Nerd Games

In 2015, Mary Romolino launched a business-to-business game development company, [Acme Nerd Games](#), with her husband, Bo Monroe in Mount Horeb, WI. Romolino isn't a typical tech-start up owner. She's female, she doesn't live in her parents' basement, and she doesn't write code. Fortunately, Monroe has been creating games for more than 25 years. Together they decided to join forces and start a company that makes games that are good for businesses and for their players, too... [read more](#)



Duluth Trading Co. becomes official outfitter to U.S. Olympic luge team

By **David Schuyler** – Digital Producer, Milwaukee Business Journal
Nov 21, 2017

Duluth Trading Co., the Wisconsin work wear retailer known for its Fire Hose work pants, Buck Naked underwear and “No Bull Guarantee,” has been selected to provide the non-sledding apparel for the USA Luge team heading for the Winter Olympics in Pyeongchang, South Korea.

USA Luge announced last week the five-year partnership that makes Belleville, Wis.-based Duluth Trading (Nasdaq: DLTH) the “Official Off-Sled Outfitter” of USA Luge athletes and staff... [read more](#)



Mount Horeb Artisan Food Emporium

Matt Geiger, Mount Horeb Mail

January 2018

Nearly four years after the idea was initially floated in Mount Horeb, an artisan food emporium is just months away from opening its doors to the public.

The facility, which is being spearheaded by the Southwestern Wisconsin Community Action Program, will likely bring together five tenants, all of whom are part of southern Wisconsin’s booming craft food scene, under one roof at 119 South Second Street... [read more](#)

Campo di Bella



Turning the Tables: Table to Farm

Madison Essentials Magazine

essential travel

January - February 2018

Liz Wessel

Over the last 40 years, Wisconsin, and particularly Dane County, restaurateurs and consumers have embraced the farm-to-table idea: bringing fresh food to the kitchen and onto the table. Farm to table embodies the renewal of chefs directly sourcing their ingredients from building close relationships with producers. Madison lays claim to having some of the earliest adapters with Odessa Piper, founder of L'Etoile in Madison, who, together with other innovators, like Alice Waters from Chez Panisse in Berkeley, CA, provided the foundation for the farm-to-table movement... [read more](#) Visit [Campo di Bella's website](#)

Wisconsin Economic Update

Economists give high marks to Madison's economy, but say Wisconsin's growth lags

JUDY NEWMAN jnewman@madison.com

January 22, 2018

Wisconsin's economy is around the middle of the pack among all U.S. states, but Madison's economy is one of the best in the nation, economists told a gathering of bankers on Monday.

The comments came at the Wisconsin Bankers Association's Wisconsin Economic Forecast luncheon.

Augustine Faucher, chief economist for The PNC Financial Services Group, said the recession hit the Upper Midwest hard about a decade ago, but "in general, conditions are pretty solid now."

Wisconsin's recovery, though, "has lagged well behind the rest of the country," Faucher said... [read more](#)

Winter Construction Updates



The new Duluth Trading Company Headquarters building on Second Street is scheduled for completion in Fall of 2018.



The Gallina Companies 30 unit apartment expansion on First Street is scheduled for completion and occupancy in Spring of 2018.



The Mount Horeb Artisan Food Emporium renovation project is well underway and scheduled for occupancy in spring of 2018.



The new Mount Horeb Public Safety Building project is underway. The Mount Horeb Police Department, Mount Horeb Area Fire Department and EMS units will share the new building. Occupancy is expected in late 2018.

The Mount Horeb Area Economic Development Corporation is a community-based not-for-profit Wisconsin corporation dedicated to supporting existing businesses, attracting new businesses, creating meaningful jobs and growing the local commercial tax base.

[Contact Us Today](#)

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